



WDAF-TV

Revision ORDER

Print Date 10/08/12 Page 1 of 5

Flight Dates 10/08/12-11/06/12

Contract / Revision 565996 /

Original Date / Revision
08/03/12 10/05/12

Advertiser Koster/D/Atty Gen/MO

Agency LUC Media

Buying Contact

25 Whitlock Place
Suite 201
Marietta, GA 30064Primary Account Executive
Dan Driscoll

| Account Executive | Order% | Start Date | End Date |
|-------------------|--------|------------|----------|
| Dan Driscoll | 100% | | |

Product
MISSOURIANS 4 KOSTER

Agency Com 15%

Billing Contact

25 Whitlock Place
Suite 201
Marietta, GA 30064

Sales Office DC-M

Sales Region NAT

Agency Ref

Order Sep 00:15:00

Estimate #

Alt Order # 09771611

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes SP-POL CAN GEN

Product Codes PL11b

Priority 3

Advertiser Ref

Order Share 33% Market Value 526893

| Competing Station | % of Order | Amount |
|-------------------|------------|--------|
| KCPT | % | 0 |
| KCTV | 16% | 84303 |
| KCWE | % | 0 |
| KMBC | 25% | 131723 |
| KMCI | % | 0 |
| KPXE | % | 0 |
| KSHB | 25% | 131723 |
| KSMO | 1% | 5268 |

Order Totals

| Month | # of Spots | Net Amount | Gross Amount | Rating |
|---------------|------------|--------------|--------------|--------|
| October 2012 | 224 | \$101,128.75 | \$118,975.00 | 0.00 |
| November 2012 | 105 | \$46,665.00 | \$54,900.00 | 0.00 |
| Totals | 329 | \$147,793.75 | \$173,875.00 | 0.00 |

Billing Plan

| Start Date | End Date | # Spots | Net Amount | Gross Amount |
|------------|----------|---------|--------------|--------------|
| 10/01/12 | 10/28/12 | 224 | \$101,128.75 | \$118,975.00 |
| 10/29/12 | 11/05/12 | 105 | \$46,665.00 | \$54,900.00 |

| | | | | | | | | | | | | | | Totals | |
|-------|----|-------------------|-----------------|----------------------|--------|----------------|---------|-----|-------------------|-------------|-----|---------------|------|--------|-------------|
| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
| N 1 | 4 | 10/08/12 | 11/02/12 | M-F 6-7a M-F 6-7a | CM-All | 6-7a | MTWTF-- | :30 | 8 | \$600.00 | 2 | 0.00 | NM | 38 | \$22,800.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/08/12 | 10/14/12 | MTWTF-- | | | | | 8 | \$600.00 | | 0.00 | | | |
| Week: | | 10/15/12 | 10/21/12 | MTWTF-- | | | | | 10 | \$600.00 | | 0.00 | | | |
| Week: | | 10/22/12 | 10/28/12 | MTWTF-- | | | | | 10 | \$600.00 | | 0.00 | | | |
| Week: | | 10/29/12 | 11/04/12 | MTWTF-- | | | | | 10 | \$600.00 | | 0.00 | | | |
| N 2 | 4 | 11/05/12 | 11/05/12 | M-F 6-7a M-F 6-7a | CM-All | 6-7a | M----- | :30 | 2 | \$600.00 | 2 | 0.00 | NM | 2 | \$1,200.00 |
| | | FOX4 NEWS 6AM | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 11/05/12 | 11/11/12 | M----- | | | | | 2 | \$600.00 | | 0.00 | | | |
| N 3 | 4 | 10/08/12 | 11/02/12 | M-F 7-9a M-F 7-9a | CM-All | 7-9a | MTWTF-- | :30 | 10 | \$525.00 | 2 | 0.00 | NM | 38 | \$19,950.00 |



WDAF-TV

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Contract / Revision

565996

Flight Dates 10/08/12-11/06/12

Hiatus Dates

Original Date / Revision 08/03/12/ 10/05/12

Order Sep 00:15:00

Advertiser Koster/D/Atty Gen/MO

Product MISSOURIANS 4 KOSTER

Estimate #

| | | | | | | | | | | | | | Totals | |
|-------|----|-------------------|-----------------|---|--------|----------------|---------|-----|-------------------|-------------|-----|---------------|--------|-------------|
| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg Type | Spots | Amount |
| N 3 | 4 | 10/08/12 | 11/02/12 | M-F 7-9a M-F 7-9a | CM-All | 7-9a | MTWTF-- | :30 | 10 | \$525.00 | 2 | 0.00 NM | 38 | \$19,950.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | |
| Week: | | 10/08/12 | 10/14/12 | MTWTF-- | | | | | 8 | \$525.00 | | 0.00 | | |
| Week: | | 10/15/12 | 10/21/12 | MTWTF-- | | | | | 10 | \$525.00 | | 0.00 | | |
| Week: | | 10/22/12 | 10/28/12 | MTWTF-- | | | | | 10 | \$525.00 | | 0.00 | | |
| Week: | | 10/29/12 | 11/04/12 | MTWTF-- | | | | | 10 | \$525.00 | | 0.00 | | |
| N 4 | 4 | 11/05/12 | 11/05/12 | M-F 7-9a M-F 7-9a | CM-All | 7-9a | M----- | :30 | 4 | \$525.00 | 2 | 0.00 NM | 4 | \$2,100.00 |
| | | FOX4 MORNING SHOW | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | |
| Week: | | 11/05/12 | 11/11/12 | M----- | | | | | 4 | \$525.00 | | 0.00 | | |
| N 5 | 4 | 10/08/12 | 11/02/12 | M-F 9-10a M-F 9-10a | CM-All | 9-10a | MTWTF-- | :30 | 5 | \$200.00 | 3 | 0.00 NM | 18 | \$3,600.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | |
| Week: | | 10/08/12 | 10/14/12 | MTWTF-- | | | | | 3 | \$200.00 | | 0.00 | | |
| Week: | | 10/15/12 | 10/21/12 | MTWTF-- | | | | | 5 | \$200.00 | | 0.00 | | |
| Week: | | 10/22/12 | 10/28/12 | MTWTF-- | | | | | 5 | \$200.00 | | 0.00 | | |
| Week: | | 10/29/12 | 11/04/12 | MTWTF-- | | | | | 5 | \$200.00 | | 0.00 | | |
| N 6 | 4 | 11/05/12 | 11/05/12 | M-F 9-10a M-F 9-10a | CM-All | 9-10a | M----- | :30 | 1 | \$200.00 | 3 | 0.00 NM | 1 | \$200.00 |
| | | FOX4 NEWS 9AM | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | |
| Week: | | 11/05/12 | 11/11/12 | M----- | | | | | 1 | \$200.00 | | 0.00 | | |
| N 7 | 4 | 10/13/12 | 11/03/12 | Sa 7-9a Sa 7-9a | CM-All | Sa 7-9a | -----S- | :30 | 2 | \$500.00 | 2 | 0.00 NM | 8 | \$4,000.00 |
| | | FOX4 NEWS 9AM-SAT | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | |
| Week: | | 10/08/12 | 10/14/12 | -----S- | | | | | 2 | \$500.00 | | 0.00 | | |
| Week: | | 10/15/12 | 10/21/12 | -----S- | | | | | 2 | \$500.00 | | 0.00 | | |
| Week: | | 10/22/12 | 10/28/12 | -----S- | | | | | 2 | \$500.00 | | 0.00 | | |
| Week: | | 10/29/12 | 11/04/12 | -----S- | | | | | 2 | \$500.00 | | 0.00 | | |
| N 8 | 4 | 10/14/12 | 11/04/12 | Su 7-9a Su 7-9a | CM-All | Su 7-9a | -----S | :30 | 2 | \$300.00 | 2 | 0.00 NM | 8 | \$2,400.00 |
| | | FOX4 NEWS 9AM-SUN | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | |
| Week: | | 10/08/12 | 10/14/12 | -----S | | | | | 2 | \$300.00 | | 0.00 | | |
| Week: | | 10/15/12 | 10/21/12 | -----S | | | | | 2 | \$300.00 | | 0.00 | | |
| Week: | | 10/22/12 | 10/28/12 | -----S | | | | | 2 | \$300.00 | | 0.00 | | |
| Week: | | 10/29/12 | 11/04/12 | -----S | | | | | 2 | \$300.00 | | 0.00 | | |
| N 9 | 4 | 10/08/12 | 11/02/12 | M-F 12p-1p M-F 12-1p | CM-All | 12-1p | MTWTF-- | :30 | 5 | \$300.00 | 2 | 0.00 NM | 18 | \$5,400.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | |
| Week: | | 10/08/12 | 10/14/12 | MTWTF-- | | | | | 3 | \$300.00 | | 0.00 | | |
| Week: | | 10/15/12 | 10/21/12 | MTWTF-- | | | | | 5 | \$300.00 | | 0.00 | | |
| Week: | | 10/22/12 | 10/28/12 | MTWTF-- | | | | | 5 | \$300.00 | | 0.00 | | |
| Week: | | 10/29/12 | 11/04/12 | MTWTF-- | | | | | 5 | \$300.00 | | 0.00 | | |
| N 10 | 4 | 10/08/12 | 11/02/12 | M-F 5-6p 530-6p (5:30 PM-6:00 PM) | CM-All | 530-6p | MTWTF-- | :30 | 5 | \$600.00 | 2 | 0.00 NM | 20 | \$12,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | |
| Week: | | 10/08/12 | 10/14/12 | MTWTF-- | | | | | 5 | \$600.00 | | 0.00 | | |
| Week: | | 10/15/12 | 10/21/12 | MTWTF-- | | | | | 5 | \$600.00 | | 0.00 | | |
| Week: | | 10/22/12 | 10/28/12 | MTWTF-- | | | | | 5 | \$600.00 | | 0.00 | | |
| Week: | | 10/29/12 | 11/04/12 | MTWTF-- | | | | | 5 | \$600.00 | | 0.00 | | |



WDAF-TV

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Contract / Revision 565996 Flight Dates 10/08/12-11/06/12

Hiatus Dates

Original Date / Revision 08/03/12/ 10/05/12

Order Sep 00:15:00

Advertiser Koster/D/Atty Gen/MO

Product MISSOURIANS 4 KOSTER Estimate #

| | | | | | | | | | | | | | Totals | |
|----------------|----|-------------------|-----------------|---|--------|----------------|---------|-----|-------------------|-------------|-----|---------------|--------|-------------|
| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg Type | Spots | Amount |
| N 11 | 4 | 10/08/12 | 11/02/12 | M-F 6-630p M-F 6-630p | CM-All | 6-630p | MTWTF-- | :30 | 5 | \$900.00 | 2 | 0.00 NM | 19 | \$17,100.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | |
| Week: 10/08/12 | | 10/08/12 | 10/14/12 | MTWTF-- | | | | | 4 | \$900.00 | | 0.00 | | |
| Week: 10/15/12 | | 10/15/12 | 10/21/12 | MTWTF-- | | | | | 5 | \$900.00 | | 0.00 | | |
| Week: 10/22/12 | | 10/22/12 | 10/28/12 | MTWTF-- | | | | | 5 | \$900.00 | | 0.00 | | |
| Week: 10/29/12 | | 10/29/12 | 11/04/12 | MTWTF-- | | | | | 5 | \$900.00 | | 0.00 | | |
| N 13 | 4 | 10/28/12 | 10/28/12 | Su 5-6p Su 5-6p | CM-All | 5-6p | -----S | :30 | 1 | \$250.00 | 2 | 0.00 NM | 1 | \$250.00 |
| | | FOX4 NEWS 5PM | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | |
| Week: 10/22/12 | | 10/22/12 | 10/28/12 | -----S | | | | | 1 | \$250.00 | | 0.00 | | |
| N 15 | 4 | 10/08/12 | 11/02/12 | M-F 9-10p M-F 9-10p | CM-All | 9-10p | MTWTF-- | :30 | 5 | \$1,200.00 | 2 | 0.00 NM | 19 | \$22,800.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | |
| Week: 10/08/12 | | 10/08/12 | 10/14/12 | MTWTF-- | | | | | 4 | \$1,200.00 | | 0.00 | | |
| Week: 10/15/12 | | 10/15/12 | 10/21/12 | MTWTF-- | | | | | 5 | \$1,200.00 | | 0.00 | | |
| Week: 10/22/12 | | 10/22/12 | 10/28/12 | MTWTF-- | | | | | 5 | \$1,200.00 | | 0.00 | | |
| Week: 10/29/12 | | 10/29/12 | 11/04/12 | MTWTF-- | | | | | 5 | \$1,200.00 | | 0.00 | | |
| N 17 | 4 | 10/28/12 | 11/04/12 | Su 9-10p Su 9-10p | CM-All | 9-10p | -----S | :30 | 1 | \$1,200.00 | 2 | 0.00 NM | 2 | \$2,400.00 |
| | | FOX4 NEWS-9PM | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | |
| Week: 10/22/12 | | 10/22/12 | 10/28/12 | -----S | | | | | 1 | \$1,200.00 | | 0.00 | | |
| Week: 10/29/12 | | 10/29/12 | 11/04/12 | -----S | | | | | 1 | \$1,200.00 | | 0.00 | | |
| N 18 | 4 | 10/08/12 | 11/02/12 | M-F 10-1030p M-F 10-1030p | CM-All | 10-1030p | MTWTF-- | :30 | 3 | \$1,200.00 | 2 | 0.00 NM | 10 | \$12,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | |
| Week: 10/08/12 | | 10/08/12 | 10/14/12 | MTWTF-- | | | | | 2 | \$1,200.00 | | 0.00 | | |
| Week: 10/15/12 | | 10/15/12 | 10/21/12 | MTWTF-- | | | | | 2 | \$1,200.00 | | 0.00 | | |
| Week: 10/22/12 | | 10/22/12 | 10/28/12 | MTWTF-- | | | | | 3 | \$1,200.00 | | 0.00 | | |
| Week: 10/29/12 | | 10/29/12 | 11/04/12 | MTWTF-- | | | | | 3 | \$1,200.00 | | 0.00 | | |
| N 19 | 4 | 11/05/12 | 11/05/12 | M-F 5-6p 530-6p (5:30 PM-6:00 PM) | CM-All | 530-6p | M----- | :30 | 1 | \$600.00 | 2 | 0.00 NM | 1 | \$600.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | |
| Week: 11/05/12 | | 11/05/12 | 11/11/12 | M----- | | | | | 1 | \$600.00 | | 0.00 | | |
| N 20 | 4 | 11/05/12 | 11/05/12 | M-F 6-630p M-F 6-630p | CM-All | 6-630p | M----- | :30 | 1 | \$900.00 | 2 | 0.00 NM | 1 | \$900.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | |
| Week: 11/05/12 | | 11/05/12 | 11/11/12 | M----- | | | | | 1 | \$900.00 | | 0.00 | | |
| N 21 | 4 | 11/05/12 | 11/05/12 | M-F 9-10p M-F 9-10p | CM-All | 9-10p | M----- | :30 | 1 | \$1,200.00 | 2 | 0.00 NM | 1 | \$1,200.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | |
| Week: 11/05/12 | | 11/05/12 | 11/11/12 | M----- | | | | | 1 | \$1,200.00 | | 0.00 | | |
| N 22 | 4 | 11/05/12 | 11/05/12 | M-F 10-1030p M-F 10-1030p | CM-All | 10-1030p | M----- | :30 | 1 | \$1,200.00 | 2 | 0.00 NM | 1 | \$1,200.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | |
| Week: 11/05/12 | | 11/05/12 | 11/11/12 | M----- | | | | | 1 | \$1,200.00 | | 0.00 | | |
| N 23 | 4 | 10/08/12 | 11/02/12 | M-F 7-9a 8-9a (8:00 AM-9:00 AM) | CM-All | 8-9a | MTWTF-- | :30 | 10 | \$525.00 | 2 | 0.00 NM | 35 | \$18,375.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | |
| Week: 10/08/12 | | 10/08/12 | 10/14/12 | MTWTF-- | | | | | 5 | \$525.00 | | 0.00 | | |
| Week: 10/15/12 | | 10/15/12 | 10/21/12 | MTWTF-- | | | | | 10 | \$525.00 | | 0.00 | | |



WDAF-TV

Print Date: 10/08/12

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Contract / Revision **565996** Flight Dates **10/08/12-11/06/12**

Hiatus Dates

Original Date / Revision 08/03/12/ 10/05/12

Order Sep 00:15:00

Advertiser **Koster/D/Atty Gen/MO**

Product **MISSOURIANS 4 KOSTER** Estimate #

| | | | | | | | | | | | | | | Totals | |
|-------|----|-------------------|-----------------|----------------------------------|-------------------|-----------------------------|-------------|-----|---------------|----------|-----|------|------|--------|-------------|
| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
| N23 | 4 | 10/08/12 | 11/02/12 | M-F 7-9a 8-9a | CM-All | 8-9a (8:00 AM-9:00 AM) | MTWTF-- | :30 | 10 | \$525.00 | 2 | 0.00 | NM | 35 | \$18,375.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 10/22/12 | 10/28/12 | MTWTF-- | 10 | | \$525.00 | | 0.00 | | | | | | |
| Week: | | 10/29/12 | 11/04/12 | MTWTF-- | 10 | | \$525.00 | | 0.00 | | | | | | |
| N24 | 4 | 11/05/12 | 11/05/12 | M-F 7-9a 8-9a | CM-All | 8-9a (8:00 AM-9:00 AM) | M----- | :30 | 2 | \$525.00 | 2 | 0.00 | NM | 2 | \$1,050.00 |
| Week: | | 11/05/12 | 11/11/12 | M----- | 2 | | \$525.00 | | 0.00 | | | | | | |
| N25 | 4 | 10/08/12 | 11/02/12 | M-F 5-6p 5-530p5-530P | CM-All | 530-6p (5:00 PM-5:30 PM) | M----- | :30 | 5 | \$600.00 | 2 | 0.00 | NM | 18 | \$10,800.00 |
| Week: | | 10/08/12 | 10/14/12 | M----- | 3 | | \$600.00 | | 0.00 | | | | | | |
| Week: | | 10/15/12 | 10/21/12 | M----- | 5 | | \$600.00 | | 0.00 | | | | | | |
| Week: | | 10/22/12 | 10/28/12 | M----- | 5 | | \$600.00 | | 0.00 | | | | | | |
| Week: | | 10/29/12 | 11/04/12 | M----- | 5 | | \$600.00 | | 0.00 | | | | | | |
| N26 | 4 | 11/05/12 | 11/05/12 | M-F 5-6p 5-530p5-530P | CM-All | 530-6p (5:00 PM-5:30 PM) | M----- | :30 | 1 | \$600.00 | 2 | 0.00 | NM | 1 | \$600.00 |
| Week: | | 11/05/12 | 11/11/12 | M----- | 1 | | \$600.00 | | 0.00 | | | | | | |
| N27 | 4 | 10/15/12 | 11/02/12 | M-F 430a News M-F 430-5a News | CM-All | 430-5a | MTWTF-- | :30 | 5 | \$100.00 | 3 | 0.00 | NM | 15 | \$1,500.00 |
| Week: | | 10/15/12 | 10/21/12 | MTWTF-- | 5 | | \$100.00 | | 0.00 | | | | | | |
| Week: | | 10/22/12 | 10/28/12 | MTWTF-- | 5 | | \$100.00 | | 0.00 | | | | | | |
| Week: | | 10/29/12 | 11/04/12 | MTWTF-- | 5 | | \$100.00 | | 0.00 | | | | | | |
| N28 | 4 | 11/05/12 | 11/05/12 | M-F 430a News M-F 430-5a News | CM-All | 430-5a | M----- | :30 | 2 | \$100.00 | 3 | 0.00 | NM | 2 | \$200.00 |
| Week: | | 11/05/12 | 11/11/12 | M----- | 2 | | \$100.00 | | 0.00 | | | | | | |
| N29 | 4 | 10/15/12 | 11/02/12 | M-F 530-6a M-F 530-6a | CM-All | 530-6a | MTWTF-- | :30 | 5 | \$200.00 | 3 | 0.00 | NM | 15 | \$3,000.00 |
| Week: | | 10/15/12 | 10/21/12 | MTWTF-- | 5 | | \$200.00 | | 0.00 | | | | | | |
| Week: | | 10/22/12 | 10/28/12 | MTWTF-- | 5 | | \$200.00 | | 0.00 | | | | | | |
| Week: | | 10/29/12 | 11/04/12 | MTWTF-- | 5 | | \$200.00 | | 0.00 | | | | | | |
| N30 | 4 | 10/15/12 | 11/02/12 | M-F 10-11a M-F 10-11a | CM-All | 10-11a | MTWTF-- | :30 | 5 | \$150.00 | 2 | 0.00 | NM | 15 | \$2,250.00 |
| Week: | | 10/15/12 | 10/21/12 | MTWTF-- | 5 | | \$150.00 | | 0.00 | | | | | | |
| Week: | | 10/22/12 | 10/28/12 | MTWTF-- | 5 | | \$150.00 | | 0.00 | | | | | | |
| Week: | | 10/29/12 | 11/04/12 | MTWTF-- | 5 | | \$150.00 | | 0.00 | | | | | | |
| N31 | 4 | 10/15/12 | 11/02/12 | M-F 4-5p M-F 4-5p | CM-All | 4-5p | MTWTF-- | :30 | 5 | \$250.00 | 3 | 0.00 | NM | 15 | \$3,750.00 |
| Week: | | 10/15/12 | 10/21/12 | MTWTF-- | 5 | | \$250.00 | | 0.00 | | | | | | |
| Week: | | 10/22/12 | 10/28/12 | MTWTF-- | 5 | | \$250.00 | | 0.00 | | | | | | |
| Week: | | 10/29/12 | 11/04/12 | MTWTF-- | 5 | | \$250.00 | | 0.00 | | | | | | |
| N32 | 4 | 11/05/12 | 11/05/12 | M-F 4-5p M-F 4-5p | CM-All | 4-5p | M----- | :30 | 1 | \$250.00 | 3 | 0.00 | NM | 1 | \$250.00 |
| Week: | | 11/05/12 | 11/11/12 | M----- | 1 | | \$250.00 | | 0.00 | | | | | | |



WDAF-TV

Print Date: 10/08/12

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Contract / Revision

565996

Flight Dates **10/08/12-11/06/12**

Hiatus Dates

Original Date / Revision 08/03/12/ 10/05/12

Order Sep 00:15:00

Advertiser **Koster/D/Atty Gen/MO**

Product **MISSOURIANS 4 KOSTER**

Estimate #

| | | | | | | | | | | | | | | <u>Totals</u> | |
|----|----|-------|-----|----------------|-------|----------------|------|-----|-------|------|-----|-----|------|---------------|-----------------|
| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
| | | | | | | | | | | | | | | Totals | 329\$173,875.00 |